ORDER

Orders Order / Rev: 106602 Alt Order #: 06852462 Product Desc: JOE HECK 4 CONGRESS Estimate: 2690 Flight Dates: 09/17/12 - 09/30/12 Primary AE: Amy McCreary Original Date / Rev: 09/14/12 / 10/09/12 Sales Office: **BLPHI** Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Placement, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 7669 Stagers Loop Billing Cycle: EOM/EOC Delaware, OH 43015 Agency Commission: 15% Heck, Joe for Congress- LOVISE Advertiser Name: Demographic: A35+ New Business Thru: PLC02 Product Codes: Order Separation: 00:05:00

Bill Plan Totals

B 1 (4.7)					, otalo				
Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
08/27/12 09/30/12 57 \$34,275.00 \$29,133.75 September 2012 57 \$34,275.00 \$29,133.75 0									
					Totals	57	\$34,275.00	\$29,133.75	0.00

Advertiser External ID:

Agency External ID:

Account Executives

Priority:

Revenue Codes:

, 1000 4110 4210 4411 100				
Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

SELECT PRIORITY CODE

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	30%	\$34,275.00
Market	100%	\$114,250.00

Competitive Share	Share	Total
CABLE	0%	\$0,00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	30%	\$34,275.00
KLVX	0%	\$0:00
KSNV-	0%	\$0.00
KTNV	30%	\$34,275.00
KTUD	0%	\$0.00
KVVU	10%	\$11,425.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	KSNV	09/17/12	09/27/12	M-F 6-7a WakeUp	•	6-7a	MTWT	:30	4	\$450.002	MN 00.0	8	\$3,600.00
				M-F 6-7a WakeUp	w/Wagners								
	NEWS												
	<u>Star</u>	t Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
W	eek: 0 9/1	17/12 (09/23/12	MTWT	4	\$450,00	0.00				I		

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KSNV

Order / Rev: Alt Order #:

Flight Dates:

106602

06852462

09/17/12 - 09/30/12

Advertiser:

Estimate:

Heck, Joe for Congress

Product Desc:

JOE HECK 4 CONGRESS

2690

Ln Ch Start End	Inventory Code Break	Start/End Ti	me Days	Len Spots	Rate Pri	Rtg Type Spo	ots	Amount
E 1 KSNV 09/17/12 09/27/12	M-F 6-7a WakeUp w/Wa@M	6-7a	MTWT	:30 4	\$450.002	0,00 NM	8	\$3,600.00
NEWS	M-F 6-7a WakeUp w/Wagners							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12	MTWT 4 MTWT 4	\$450.00 \$450.00	0.00 0.00					
E 2 KSNV 09/17/12 09/28/12		658a-9am	MTWTF	:30 5	\$550.002	0.00 NM	10	\$5,500.00
TODAY SHOW			- "			Ī		
<u>Start Date</u> <u>End Date</u> Week: 09/17/12 09/23/12	Weekdays Spots/Week MTWTF 5	<u>Rate</u> \$550.00	Rating 0.00					
Week: 09/24/12 09/30/12	MTWTF 5	\$550.00	0.00					
E 3 KSNV 09/17/12 09/28/12 NEWS	M-F Early News CM M-F Early News	5-630p	MTWTF~-	:30 5	\$725.002	0.00 NM	10	\$7,250.00
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12	MTWTF 5 MTWTF 5	•	0.00					
E 4 KSNV 09/17/12 09/28/12	-	\$725.00 7-730pm	0.00 M-W-F	:30 3	\$725.002	0.00 NM	6	\$4,350.00
	M-F Wheel of Fortune	, 100pm		.00	ψ120.00Z	0.00 14141	Ů	Ψ4,550.00
WHEEL Start Date End Date	Weekdays Spots/Week	Poto	Dating					
Week: 09/17/12 09/23/12	M-W-F 3	<u>Rate</u> \$725.00	Rating 0.00					
Week: 09/24/12 09/30/12	M-W-F 3		0.00		~			
E 5 KSNV 09/17/12 09/28/12	FacetoFace/Raiston RepuM Face to Face w/ J.Raiston	730-758pm	MTWTF	:30 5	\$400.002	0.00 NM	10	\$4,000.00
FACE TO FACE						man man at the a		
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12	MTWTF 5 MTWTF 5	\$400.00° \$400.00	0.00 0.00					
E 6 KSNV 09/17/12 09/27/12	M-F News 3 at Eleven CM	11pm-1135pn	n MTWT	:30 4	\$750.002	0.00 NM	8	\$6,000.00
NEWS	M-F News 3 at Eleven							
Start Date End Date	Weekdays Spots/Week	<u>Rate</u>	Rating					
Week: 09/17/12 09/23/12	MTWT 4	\$750.00	0.00					
Week: 09/24/12 09/30/12 E 7 KSNV 09/22/12 09/30/12	MTWT 4 Sa-Su News 3 at ElevenCM	\$750.00 11pm-1135pn	0.00 nSS	:30 2	\$750.002	0.00 NM	2	\$1,500.00
NEWS	Sa-Su News 3 at Eleven	ripin rroopi	33	.00 2	φ100.002	0.00 14141	4	\$1,500.00
Start Date End Date	Weekdays Spots/WeekSS 2	Rate	Rating					
Week: 09/17/12 09/23/12 <u>Spot Ch Date Range De</u>		\$750.00 <u>l/End Time</u>	0.00 W	<u>eekdays</u> <u>Ler</u>	gth Rate	Rtg Type		
1 KSNV 09/17/12-09/23/12 St Credited	a-Su News 3 at Eleven 11pr	n-1135pm		-	:30 (\$750.00)			
[credit - mg on 2797] Week: 09/24/12 09/30/12	SS 2	\$750.00	0.00					
Spot Ch Date Range De	escription Star	/End Time		eekdays Ler	<u>gth</u> <u>Rate</u>	Rtg Type		
4 KSNV 09/24/12-09/30/12 Se	a-Su News 3 at Eleven 11pr	n-1135pm		SaSu	:30 (\$750.00)	0.00 <i>NM</i>		
Credited [credit - mg on 2797]								
E 8 KSNV 09/22/12 09/29/12	Saturday Today CM Saturday Today	7a-9am	S-	:30 1	\$225.003	0.00 NM	1	\$225.00
SAT TODAY	Cultivay 100ay							
Start Date End Date	Weekdays Spots/Week	Rate	Rating					
Week: 09/17/12 09/23/12 Week: 09/24/12 09/30/12	S- 1	\$225.00 \$225.00	0.00 0.00					
Spot Ch Date Range De	escription Start	/End Time	w	eekdays <u>Ler</u>		Rtg Type		
2 KSNV 09/24/12-09/30/12 Sa Credited	aturday Today 7a-9	am		Sa	:30 (\$225.00)	0.00 <i>NM</i>		
Credit - mg on 2797]								
E 9 KSNV 09/23/12 09/30/12	Sunday Today CM Sunday Today	7a-8am	S	:30 1	\$200.003	0.00 NM	0	\$0.00

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Order / Rev: 106602 Advertiser: Heck, Joe for Congress 06852462 Alt Order #: Product Desc: **JOE HECK 4 CONGRESS KSNV** 09/17/12 - 09/30/12 Flight Dates: Estimate: 2690 Ln Ch End Inventory Code Break Start/End Time Days Start Len Spots Rate Pri Rtg Type Spots Amount **SUN TODAY** Start Date End Date Rating Weekdays Spots/Week Rate Week: 09/17/12 09/23/12 ----S 1 \$200.00 0.00 Ch Date Range Description Start/End Time Weekdays Length Rate Rtg Type 1 KSNV 09/17/12-09/23/12 Sunday Today 7a-8am ----Su :30 (\$200.00) 0.00 NM Credited [credit - mg on 2797] Week: 09/24/12 09/30/12 \$200.00 0.00 Ch Date Range **Description** Start/End Time Weekdays Length Rate Rtg Type 2 KSNV 09/24/12-09/30/12 Sunday Today :30 (\$200.00) 0.00 NM 7a-8am ----Su Credited [credit - mg on 2797] E 11 KSNV 09/28/12 09/28/12 Fri 10-11p CM 10-11pm ----F---:30 1 \$1,400.003 0.00 NM \$1,400.00 Friday Prime 10-11pm **DATELINE**

Rate

Rate

\$450.00

1 \$1,400.00

3-4p

Rating

Rating

0.00

0.00

--WTF--

:30

Start Date

Start Date

Week: 09/24/12

Week: 09/17/12

End Date

09/30/12

End Date

09/23/12

N12 KSNV 09/19/12 09/21/12 Dr. Phil

Weekdays

Weekdays

--WTF--

----F--

Dr Phil

Spots/Week

CM

Spots/Week

Totals 57 \$34,275.00

\$450.00

0.00 NM

\$450,001